

FROM :

PHONE NO. :

ATTACHMENT 5

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(1)

 **La Rocca Vineyards**  
530-899-WINE  
800-808-WINE  
P.O. Box 541  
Forest Ranch, CA 95942

I would like the Board to use  
cautious scrutiny when approving  
materials for the national list.  
Keep organic / organic!!!!

The consumer when purchasing  
organic items believes that product  
to be 100% organic. Let's not deceive  
them. Leave synthetics out of organic  
production.

By fostering the "made with  
organic" label you will still be  
encouraging organic production  
while not compromising the true  
meaning behind organic.

Years ago the wine industry  
cried that wines that were made with  
organic grapes, but had synthetics  
added during processing must be  
called organic wine for sales  
purposes.



The B.A.T.F. make the industry abide by the "made with organic" label. This market has flourished. Wineries that use a synthetic with organically grown grapes now do not feel they need to use a "organic wine" label since the "made with" (the correct terminology for their product) is working quite well!

This example should be looked at throughout the organic industry. We do not need ~~the~~ instant mashed potatoe that has a synthetic and call it organic just to sell the product.

The organic industry actually will grow stronger if we adhere to strict standards, and we can still have instant mashed potatoes labeled "made with certified organic potatoes".

(3)



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Thus organic standards remain  
pure. Yet there is still a place for  
those items grown organically, but  
processed conventionally.

Sincerely,

Philip La Rocca

30 year organic farmer &  
processor.

President California Certified Organic  
Farmers